



Order / Rev: 707563  
 Alt Order #: 06249701  
 Flight Dates: 10/15/12 - 12/15/12

Advertiser: Darden Restaurant  
 Product Desc: LONGHORN LHS #229  
 Estimate: 0229  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		2				\$400.00		1.30			
Week:		10/22/12	10/28/12	MTWTF--		3				\$400.00		1.30			
Week:		10/29/12	11/04/12	MTWTF--		2				\$400.00		1.30			
5	WKYC	12/03/12	12/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:15	1	\$250.00	P-4	1.50	NM	2	\$500.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/03/12	12/09/12	MTWTF--		1				\$250.00		1.50			
Week:		12/10/12	12/16/12	MTWTF--		1				\$250.00		1.50			
6	WKYC	10/15/12	11/04/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:15	1	\$455.00	P-4	1.50	NM	5	\$2,275.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		1				\$455.00		1.50			
Week:		10/22/12	10/28/12	MTWTF--		2				\$455.00		1.50			
Week:		10/29/12	11/04/12	MTWTF--		2				\$455.00		1.50			
7	WKYC	12/03/12	12/15/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	1	\$500.00	P-5	1.50	NM	2	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/03/12	12/09/12	MTWTF--		1				\$500.00		1.50			
Week:		12/10/12	12/16/12	MTWTF--		1				\$500.00		1.50			
8	WKYC	10/15/12	11/04/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	2	\$700.00	P-5	1.50	NM	5	\$3,500.00
COMMENTS APPLY TO SUB LINES A THRU C DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWTF--		2				\$700.00		1.50			
Week:		10/22/12	10/28/12	MTWTF--		1				\$700.00		1.50			
Week:		10/29/12	11/04/12	MTWTF--		2				\$700.00		1.50			
9	WKYC	12/03/12	12/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:15	1	\$300.00	P-4	2.20	NM	2	\$600.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/03/12	12/09/12	-----S-		1				\$300.00		2.20			
Week:		12/10/12	12/16/12	-----S-		1				\$300.00		2.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	12/10/12-12/16/12		Saturday Night Live		1130p-107a	(11:30 PM-1:00 )-----Sa--	:15		<del>(\$300.00)</del>		2.20	NM		
See MG 9.3 [NA/Oversold]															
3	NKYC	11/03/12-11/03/12		Saturday Night Live		1130p-1a	(11:30 PM-1:00 )-----Sa--	:15		\$300.00		2.20	NM		
Ⓜ MG for 9.2 12/15															
10	WKYC	12/03/12	12/15/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$600.00	P-5	2.20	NM	2	\$1,200.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/03/12	12/09/12	-----S-		1				\$600.00		2.20			
Week:		12/10/12	12/16/12	-----S-		1				\$600.00		2.20			
11	WKYC	11/12/12	12/02/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:15	1	\$325.00	P-4	1.80	NM	2	\$650.00
COMMENTS APPLY TO SUB LINES A THRU B BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/12/12	11/18/12	-----S		1				\$325.00		1.80			
Week:		11/19/12	11/25/12	-----		0				\$0.00		1.80			
Week:		11/26/12	12/02/12	-----S		1				\$325.00		1.80			
12	WKYC	11/19/12	11/25/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$500.00	P-5	1.80	NM	1	\$500.00
BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Advertiser:	Darden Restaurant
Product Desc:	LONGHORN LHS #229
Estimate:	0229

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	WKYC	11/19/12	11/25/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$500.00	P-5	1.80	NM	1	\$500.00
BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		11/19/12	11/25/12	-----S	1		\$500.00	1.80							
13	WKYC	10/15/12	10/28/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$600.00	P-5	1.80	NM	2	\$1,200.00
BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-----S	1		\$600.00	1.80							
Week:		10/22/12	10/28/12	-----S	1		\$600.00	1.80							
15	WKYC	10/22/12	11/11/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:15	1	\$390.00	P-4	2.00	NM	2	\$780.00
COMMENTS APPLY TO SUB LINES A THRU B CH3 SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$390.00	2.00							
Week:		10/29/12	11/04/12	-----	0		\$0.00	2.00							
Week:		11/05/12	11/11/12	-----S	1		\$390.00	2.00							
16	WKYC	10/15/12	11/04/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$600.00	P-5	2.00	NM	2	\$1,200.00
COMMENTS APPLY TO SUB LINES A THRU B CH3 SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	-----S	1		\$600.00	2.00							
Week:		10/22/12	10/28/12	-----	0		\$0.00	2.00							
Week:		10/29/12	11/04/12	-----S	1		\$600.00	2.00							
17	WKYC	10/15/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:15	1	\$455.00	P-4	1.50	NM	1	\$455.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	1		\$455.00	1.50							
N18	WKYC	10/22/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	1	\$700.00	P-5	1.50	NM	1	\$700.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	1		\$700.00	1.50							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		M-F 5-6p		5p-6p	MTWThF----	:30		<del>(\$700.00)</del>		1.50	NM		
		See MG 18.2 [NA/Oversold]													
2	NKYC	10/15/12-10/15/12		M-F 5-6p		5p-6p	M-----	:30		\$700.00		1.50	NM		
		Ⓜ MG for 18.1 10/22													
19	WKYC	11/04/12	11/04/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$600.00	P-5	1.80	NM	1	\$600.00
COMMENTS APPLY TO SUB LINES A THRU B BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$600.00	1.80							
Totals														46	\$21,180.00